

DESIGNING ON A BUDGET

DO-IT-YOURSELF

- Lots of people know how to do a bit of desktop publishing.
Ask around in your organization.
- Remember the basic principles & elements of design
- When in doubt, keep it simple

WORKING WITH STUDENTS

PROS:

- Inexpensive to Free
- Potentially fresh design style
- Potentially fast, if motivated

CONS:

- Inexperienced
- Potentially unprofessional behavior
- Potentially slow

WORKING WITH A PROFESSIONAL

- Get a simple written contract outlining the job and expectations
 - Shop around to find the right person—have faith in them!
- Have one point person in your organization working with the designer, responsible to make or convey all final decisions

MONEY-SAVING TIPS:

- Be organized and clear about what you want
 - Allow plenty of time – no rush jobs
 - Ask about less expensive production options
- Print or produce only what you need / use digital materials if possible